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## StreetEasy Launches Building Experts

### New advertising program enables New York City real estate agents to showcase successful deals

NEW YORK, March 18, 2015 /PRNewswire/ -- Today, StreetEasy®, the leading New York City real estate marketplace, introduces Buildings Experts, a new advertising program that provides real estate agents with the opportunity to showcase their proven buying and selling expertise in a specific building.

With Building Experts, home shoppers can view agents' successful deals in their building of interest and contact them with one click. At launch, Building Experts will be available for 250 predetermined buildings across Manhattan, Brooklyn and Queens. For each of these buildings, up to three agents can be displayed as Building Experts on StreetEasy buildings included in the program.

"The real estate market in New York is complicated and confusing, as anyone who lives in NYC can attest. So much so, that there are nuances and complexities down to each building that affect how a property can be bought or sold," said Susan Daimler, StreetEasy General Manager. "By providing quick access to agents who have proven experience and qualifications at their location of interest, Building Experts help buyers, sellers or anyone shopping for real estate in New York to get a jumpstart on finding the information they need to find a great place to live."

StreetEasy qualifies agents for a Building Expert spot based on recent deal history and experience in a building. StreetEasy's deal history database has a number of sources, including agents' ability to claim their deals on the site. To ensure the quality and integrity of Building Experts data, agents are encouraged to claim their deals on the site so relevant experience is accurately represented.

This announcement continues StreetEasy's expansion of its marketing and business services for real estate professionals. Current services includes [StreetEasy PRO](#) and Featured Listings programs.

For more information about the Building Experts program, visit <http://streeteasy.com/building-experts>.

#### **About StreetEasy:**

StreetEasy is New York City's leading local real estate marketplace on mobile and the Web. It provides New Yorkers and anyone shopping for real estate in NYC, accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area.

StreetEasy goes deeper than any other source, offering New York-specific information with proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons. Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z).

StreetEasy is a registered trademark of Zillow, Inc.

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